



About Make-A-Wish®

MISSION STATEMENT

Together, we create life-changing wishes for children with critical illnesses.

MAKE-A-WISH PHENOMENON REACHES FAR & WIDE

Make-A-Wish® is the nation's largest wish-granting organization. It has fulfilled the wishes of **more than 315,000 children** in the United States and its territories since 1980. Headquartered in Phoenix, Make-A-Wish serves every community in the United States, Guam and Puerto Rico through its 60 chapters.

WHY WISHES MATTER

Research shows children who have wishes granted build the physical and emotional strength needed to fight a critical illness. This can **improve their quality of life** and **produce better health outcomes**.

BEGINNINGS OF MAKE-A-WISH

In 1980, Chris Greicius, a 7-year-old boy diagnosed with leukemia, wanted nothing more than to become a police officer. Law enforcement officers heard about Chris' wish to be a police officer and responded to the call. A police helicopter flew him to Arizona Department of Public Safety headquarters for a tour. Chris experienced the thrill of riding in a patrol car and was named the first-ever honorary state patrolman in Arizona history. The law enforcement community also presented him a custom-tailored uniform, motorcycle helmet, campaign hat and the motorcycle wings he earned on his own battery-powered bike. Many of those responsible for fulfilling Chris' wish wanted to do the same for other children with life-threatening medical conditions and founded the Make-A-Wish Foundation® in November 1980.

FUNDING SOURCES

Make-A-Wish is a 501(c)(3) tax-exempt organization that relies on the generous contributions of **individuals, corporate sponsorships, planned gifts** and **grants** to make life-changing wishes possible. In-kind donations of goods and services such as frequent flier miles and hotel loyalty points also help finance our mission. Seventy-four percent of expenses nationwide are devoted to the mission – far exceeding the program service allocation standards set forth by the nation's leading charity watchdog groups, including the Council of Better Business Bureaus' Wise Giving Alliance.

VOLUNTEERING

Nearly 40,000 volunteers generously give their time and energy to fulfill the Make-A-Wish mission. Volunteers serve Make-A-Wish chapters across the country in a variety of capacities including wish granting, office administrative support, language translation, special event planning and coordinating, website design, fundraising and much more.

THE WISH PROCESS

Currently, Make-A-Wish grants more than **15,600 wishes** for children with critical illnesses in the U.S. every year, but there remains a tremendous gap between the number of wishes we grant today and the estimated **27,000 children** in the United States that are diagnosed with a qualifying condition annually.

Every wish has the ability to help wish families replace fear with confidence, sadness with joy and anxiety with hope. Make-A-Wish follows a process to create life-changing wish experiences for each wish kid.

STEP ONE: The Wish Referral



Out of respect for the privacy of the children and families Make-A-Wish serves, only these sources may refer a child:

- a medical professional treating the child (doctor, nurse, social worker or child-life specialist);
- the child's parents or legal guardians;
- the potential wish child.

STEP TWO: Determining the Child's Eligibility

We grant the wishes of children who:

- have been diagnosed with a progressive, degenerative or malignant condition that has placed the child's life in jeopardy;
- are older than 2½ and younger than 18 (at the time of referral);
- have not received a wish from another wish-granting organization.

The child's physician, certified nurse practitioner or certified physician assistant determines whether a child is medically eligible to receive a wish.

An important clarification is that *wish kids are not necessarily terminal*. The misconception exists because it was true for a few years immediately after the organization's founding. However, the eligibility criteria expanded many years ago to allow doctors to use the wish as an important part of the medical treatment and healing process.

STEP THREE: Choosing a Wish

Once the child is deemed medically eligible, we send a team of "wish granters" to learn the child's one true wish. These passionate volunteers help children explore their imaginations to come up with the wish that will be the most impactful for them. Wishes generally fall into one of these categories:

I wish to have...

I wish to be...

I wish to go...

I wish to meet...

I wish to give...

STEP FOUR: Making a Wish Come True

Finally, our wish granters create an unforgettable experience driven by the wish kid's creativity. The experience makes lives better for the children, their families and sometimes their entire community. All members of the wish kid's immediate family take part in the wish whenever possible, and all wish expenses are fully covered by Make-A-Wish – giving the wish kid and family a respite from the stress of dealing with a critical illness. In many cases, the allure of a wish experience is a source of inspiration for children undergoing difficult medical treatments and a positive force that helps them overcome their obstacles.

WISHES BY THE NUMBERS

Since its founding in 1980, Make-A-Wish has granted **more than 315,000 wishes**. Today, we grant a wish **every 34 minutes**. Much like their imaginations, children's wishes cover an almost limitless spectrum. From wishing to be a ballerina, to meeting a favorite celebrity; from receiving a new laptop computer, to visiting a glamorous destination, wish children have enjoyed unforgettable, inspirational wish experiences around the world.



In fiscal year 2018, Make-A-Wish granted more than **15,600 wishes**, the most ever in its 39-year history. The most popular wish is to visit a theme park, which accounts for more than 40 percent of the requests from our wish kids.

The average cost of a wish nationwide in FY2018 was **\$11,161**, which includes cash and in-kind support.

CHARITY RATINGS AND BRAND ACCOLADES

- Make-A-Wish holds the **Better Business Bureau's Wise Giving Alliance Seal**, becoming one of the first charities to earn the designation.
- Make-A-Wish received HOW Logo Design's 2019 Reader's Choice Award for identity application.
- The Make-A-Wish World Wish Day "Wishes Take Muscle" campaign received Shorty's 2018 Social Good Award for best Multi-Platform Campaign.

ABOUT MAKE-A-WISH

Make-A-Wish creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the United States and in more than 50 countries worldwide. Together, generous donors, supporters, staff and nearly 40,000 volunteers across the U.S., grant a wish every 34 minutes, on average, somewhere in the country. Since 1980, Make-A-Wish has granted more than 315,000 wishes to children in the U.S. and its territories; more than 15,600 in 2018 alone. For more information about Make-A-Wish America, visit wish.org.